

As an XM subscriber and a member of the broadcast industry I feel I have a unique perspective on NAB's 04-160 petition. I've worked for and enjoyed broadcast radio for many years. However, broadcast radio has definitely lost touch with the listening audience over the last 10 years. They've become a formulated machine only playing what appeals to the lowest common denominator. Every city I visit I hear the same complaints from the listening public. That is, that broadcast radio as a whole has lost touch with listeners, removed variety, and shunned local color and culture. As a result they rarely listen to radio at all. A fine example of this is here in Los Angeles where there isn't a single big band music station on the FM dial.

I, for one, was a hesitant XM subscriber. I was leery about paying for radio ? especially considering the current offerings on the broadcast side. However, after using a friends XM system, I found the service to be outstanding. The programming, music selection, and variety in my opinion set a standard the broadcast industry should be following. XM has created a first class product in a market made hungry by broadcast radio apathy.

The NAB 04-160 petition is nothing more than an attempt to hamstring legitimate competition. Rather than trying to block or hamper a better product, the broadcast radio industry needs to take a hard look at itself, step up to the plate and provide similar services. I believe HDR (High Definition Radio) will provide broadcast radio a platform to deliver similar services as XM. Unfortunately I am not confident that broadcasters will take advantage of this up and coming technology, especially considering their current track record of program offerings.

I urge you to reject the NAB 04-160 petition. Broadcast radio must improve service offerings to win back listeners they've ignored and repelled over the last 10 years.

Respectfully,

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